

3.1 A. Mandatory Applicant Qualifications

Heartbeat of Toledo is a private, not-for-profit organization. Our 501(c)(3) tax status determination letter is attached.

3.1B

Heartbeat has two locations in Lucas County, OH: 4041 W. Sylvania Ave., Suites LL4 & LL5, Toledo, OH 43623 and 101 Main St., Suites 2 & 4, Toledo, OH 43605.

3.1 C, D, E, F, G, H Program Assurances

See attached signed assurances.

Department of the Treasury

District Director

Internal Revenue Service

Date:

NOV 08 1974

In reply refer to:

442-CLE-EO-74-958

Miss Assaff 255-3730 Ext 4886 (Toll free)

▷ Heartbeat, Inc.
502 Hillcrest Hotel
Toledo, Ohio 43624

DO 34

Gentlemen:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

Section 508(a) of the Internal Revenue Code provides that new organizations must notify the Commissioner that they are applying for recognition of status under section 501(c)(3) of the Code. Such notice is filed by the submission of a properly completed and executed Form 1023 within 15 months from the end of the month in which the organization was organized. Your application was not filed within the time period specified in section 508(a). Accordingly, this determination is effective for years beginning on or after October 11, 1974.

We have further determined you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in section 170(b)(1)(A)(vi).

You are not liable for social security (FICA) taxes unless you file a waiver of exemption certificate as provided in the Federal Insurance Contributions Act. You are not liable for the taxes imposed under the Federal Unemployment Tax Act (FUTA).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or

for your use are deductible for Federal estate and gift tax purposes under sections 2055, 2106 and 2522 of the Code. Gifts and bequests made to you in a period for which you are not treated as an organization described in section 501(c)(3) shall not be allowed as a deduction by the donor for Federal tax purposes.

If your purposes, character, or method of operation is changed, you must let us know so we can consider the effect of the change on your exempt status. Also, you must inform us of all changes in your name or address.

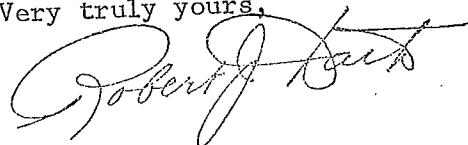
If your gross receipts each year are normally more than \$5,000 you are required to file Form 990, Return of Organization Exempt From Income Tax, by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of \$10 a day, up to a maximum of \$5,000, for failure to file a return on time.

As an organization exempt under section 501(c)(3) of the Code you are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code. You are required to file Federal income tax returns for all years prior to recognition of your exempt status.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Please keep this determination letter in your permanent records.

Very truly yours,



Robert J. Dath *RJD*
District Director

Program Assurances

Please affirm that the following statements are true and accurate. Affix the appropriate signature where indicated. **The application will not be considered complete without the required signature and shall be disqualified from consideration.**

We the undersigned assure that our organization:

1. Primary purpose is to promote childbirth, rather than abortion, through counseling and other services, including parenting and adoption support (3.1 C.).
2. Will provide services to pregnant women and parents or other relatives caring for children twelve months of age and younger, including clothing, counseling, diapers, food, furniture, health care, parenting classes, postpartum recovery, shelter and any other supportive services, programs or related outreach (3.1 D.).
3. Will not charge pregnant women and parents or other relatives caring for children twelve months of age or younger a fee for any services received (3.1 E.).
4. Is not involved in or associated with any abortion activities, including providing abortion counseling or referrals to abortion clinics, performing abortion-related medical procedures, or engaging in pro-abortion advertising (3.1 F.).
5. Will not discriminate in its provision of services on the basis of race, religion, color, age, marital status, national origin, disability, or gender (3.1 G.).
6. Will only sub-contract or sub-grant services to entities that are; private, not-for-profit organizations; physically and financially separate from any entity, or component of an entity, that engages in abortion activities; and not involved in, or associated with, any abortion activities including providing abortion counseling or referrals to abortion clinics, performing abortion-related medical procedures, or engaging in pro-abortion advertising (3.1 H.).
7. Will comply with the requirement of 5101.804 of the Ohio Revised Code.

Organization Name: Heartbeat of Toledo

Printed Name of Director/CEO: Patricia A. Tolek

Patricia A. Tolek
Signature

11/12/15
Date

3.2 Organizational Experience and Capabilities

A. Heartbeat of Toledo is a life-affirming organization whose mission is to be the best source of information and support to women facing pregnancies and to help mothers, fathers, and babies in need. Heartbeat of Toledo was founded in 1971 by Dr. John Hillabrand and Mrs. Lore Maier as a crisis pregnancy center. These two individuals also began Alternatives to Abortion International, a network of pregnancy centers, which changed its name to Heartbeat International in the 1990s.

Heartbeat of Toledo's primary purpose is to help women who are experiencing an unplanned pregnancy to make a decision for life and then either choose to parent or make an adoption plan. Women are provided with a free pregnancy test, ultrasound, and information on alternatives to abortion. Limited STD testing for gonorrhea and chlamydia is also available. Prenatal vitamins are provided to all clients. Low-income clients who decide to parent can have access to a community health worker who will provide ongoing case support. Prenatal and parenting classes are available to all new and expectant parents with the opportunity to earn free baby items. All services provided are free.

Effectiveness is determined in a variety of ways. Surveys are given to women who come in for medical services at the end of their appointments. Surveys are also given to women in the prenatal and parent learning program.

Patients for whom a viable pregnancy cannot be confirmed or who are undecided at the end of the medical appointment are scheduled for a repeat appointment one week later. Follow-up phone calls are made to all women who come in for a patient appointment. The first follow-up call is made within 72 hours of their visit. Subsequent calls are made at two weeks, four weeks, eight weeks, 16 weeks, 32 weeks and following their due date. Patients are asked what decisions they have made regarding the outcome of their pregnancies and if any additional assistance is needed. These follow-up calls tell Heartbeat what percentage of clients chose life versus abortion.

Since Heartbeat began tracking outcomes in August of 2013, there have been 2,167 women who came in with an unplanned pregnancy. Of those, 1820 had a positive pregnancy test and 77.69% of those women have chosen to continue their pregnancy. This statistic is based on the most recent completed interaction with the clients.

Low-income women who live in Lucas County and who chose to continue their pregnancies are encouraged to join the Pathways Program. Heartbeat of Toledo is part of this program through the Hospital Council of Northwest Ohio. The goal of Pathways is to reduce the incidence of low-birthweight babies. Heartbeat clients in the Pathways Program have regular visits with Heartbeat of Toledo's Community Health Worker. This staff person helps these expectant mothers to sign up for Medicaid; obtain a doctor and schedule regular doctor visits; sign up for WIC; and attend parenting classes through Heartbeat of Toledo. Effectiveness of this program is determined by the delivery of a healthy infant of a minimum birthweight.

B.1 Heartbeat of Toledo has been promoting abstinence education since its inception in 1971. Beginning in 2010, Heartbeat began offering a six-week Healthy Relationships program, which is focused on increasing self-worth, defining healthy boundaries within relationships, identifying support systems, etc. This program encourages abstinence as part of its focus on relationships and self-respect. Clients in the Pathways Program are all educated on family planning at the end of their pregnancies.

B.2 Heartbeat of Toledo has been working on preventing abortion and promoting childbirth since its inception in 1971. In late 2010, Heartbeat of Toledo began offering medical services including pregnancy tests, limited obstetrical ultrasound, and limited STD testing. Ultrasounds have been particularly effective in preventing abortion. This program has expanded significantly each year. In 2010, Heartbeat of Toledo offered 319 ultrasounds. In our last fiscal year (ending May 31, 2015), Heartbeat of Toledo did 925 pregnancy tests and 1,137 ultrasounds.

B.3 Parenting education has been available at Heartbeat of Toledo since 2006. Heartbeat uses a national curriculum called "Earn While You Learn." Both individual and group classes are offered. Ninety parenting

modules including *The First Trimester*, *Going it Alone*, *Safe Sleep*, *Smoking Cessation*, and *The Terrible Twos* are available as 45-minute lessons. Group classes include Parenting 101, 201 and 301 and a Childbirth Education Class. This past fiscal year, about 800 families (mostly moms but also some dads) were served with more than 4,000 classes offered.

B.4 Heartbeat of Toledo has been promoting adoption since 1971. When Heartbeat expanded its options counseling service in 2010, it began providing information on adoption as well as referrals to at least three adoption agencies and/or attorneys, to every woman who comes in for a pregnancy test/ultrasound. Women interested in exploring adoption can have a Heartbeat staff member serve as their advocate during meetings with adoption agencies and first meetings often take place at Heartbeat. Heartbeat has a variety of adoption workbooks available including “Looking at Adoption,” and “What About Adoption,” both written by Anne Pierson. These books can be completed alone or with a Heartbeat advocate.

In addition to providing information on adoption to all women who come to Heartbeat for pregnancy tests and ultrasounds, all women who participate in Heartbeat’s “Earn While You Learn” program are encouraged to watch a video on adoption. Many women will not make an adoption decision until the fifth or sixth month of their pregnancy so it is important to offer this option again later in the pregnancy.

3.3 Key Staff Experience and Capabilities

A. Program Lead-Patient Services Director Leeann Beach will serve as the program lead for this project. Leeann has her master's in counseling and has been with Heartbeat of Toledo since 2013, first as our Patient Services Manager and currently as Patient Services Director.

As Patient Services Director, Leeann supervises a staff of nine at two locations as well as more than 50 volunteer patient advocates.

As part of her position at Heartbeat, she meets with women who are most at risk for abortion due to lack of support, depression, and other reasons. She is personally called in to serve as the advocate with these patients.

Leeann meets with those women who have expressed an interest in adoption. She will meet with them regularly, going through adoption booklets and also helping them to explore various adoption agency brochures and websites. Leeann will facilitate meetings with as many agencies and/or attorneys as the prospective birth moms wish. These first meetings generally take place at Heartbeat. Leeann participates in these meetings as the potential birth moms' advocate. If the expectant mom is comfortable with the agency, Leeann will transition out of the meetings. If the moms prefer, Leeann will stay with them throughout the pregnancy and into placement with an adoptive family.

Leeann created and facilitates the Relationship Smarts, Parenting 101, 201 and 301 classes.

Prior to joining Heartbeat, Leeann served as a Life Coach with Reiso Resources, LLC. There she provided therapeutic intervention for individual, marriage and family sessions and developed partnerships with local churches and businesses.

She also served as the Program Therapist for pregnant teens who were in the state's custody in the Detroit area at Spectrum Child and Family Services. There she provided both individual and group therapy for about 30 clients per week.

Leeann's resume is attached. She resides in Ohio.

B. Program Outcome Manager-Leeann will also serve as the program outcome manager.

C. Fiscal Specialist-Pam Gniewkowski will serve as the fiscal specialist. She has been the office manager at Heartbeat of Toledo since 2010 and is responsible for paying bills, preparing invoices, personnel reporting and preparing documentation.

Pam processes all donations coming into Heartbeat including entering into the donor database and creating thank you letters, reports, and mailing lists. She is responsible for all of the financials related to Heartbeat's fundraising efforts, including the annual banquet, golf outing, Christmas luncheon, and baby bottle drives at more than 30 churches in the Toledo area.

Her resume is attached.

D. Case Workers- Erin Walter and Abbi Bellas will serve as case workers.

Erin has been with Heartbeat since May of 2014 as the Community Outreach Coordinator. She currently meets with local human service agencies, doctors, shelters, child care providers, and schools to make them aware of Heartbeat of Toledo's services as well as to help Heartbeat become more familiar with resources available for pregnant women.

Erin represents Heartbeat at health fairs and other community events to make potential clients aware of Heartbeat's services.

With her Master's in Human Services, Erin also assists with crisis counseling at Heartbeat as needed. As part of this program, Erin will move from doing Community Resources to serving in a professional patient advocate role.

Prior to joining Heartbeat of Toledo, Erin was director of client services at the Bowling Green Pregnancy Center where her primary role was to meet with women facing unplanned pregnancies. She provided both counseling and pregnancy support services and also recruited potential volunteers.

Abbi has her bachelor's in social work. She has been with Heartbeat since August of 2014 where she serves as the intake coordinator. This is a very important role as she is the first person a woman in crisis will speak with when she contacts Heartbeat through the Helpline.

Abbi's role as the Helpliner is to get the women and men who call to schedule an appointment for a free pregnancy test and ultrasound. She will then follow-up to remind women of their appointments. Abbi also schedules and supervises the volunteers who serve as patient advocates. When there are no volunteers on the schedule or when there is a walk-in for a pregnancy test/ultrasound, Abbi will serve as a patient advocate. She also fills in this role whenever there is an abortion-minded or abortion-determined woman who calls. Heartbeat's goal is to get these women in immediately so our appointments are frequently double booked. Abbi or Leeann will then serve as advocates when these women arrive.

Copies of Erin and Abbi's resumes are attached.

E. Key Support Staff-The above individuals are key to this program. There are other support personnel who may be helpful in identifying clients needing additional counseling support. One is Monique Guerrero who is Heartbeat's Community Health Worker. Monique has a certificate as a Community Health Worker from Mercy College in Toledo. She has a caseload of about 45 low-income clients who are part of the Pathways Program. Monique helps these women to sign up for Medicaid; get a doctor; sign up for WIC, the Help Me Grow Program, and other community resources; and also enrolls them in Heartbeat's "Earn While You Learn" parenting program. Monique meets regularly with clients and frequently attends appointments with them.

Laura Timmerman is the manager of Heartbeat's East Toledo office and will also refer women who need additional support. Laura supervises the East Toledo volunteers and manages both the "Heart to Heart Prenatal and Parent Learning Program" and the "Your First Look" women's center located there. Laura has a bachelor's in human development and family studies from Bowling Green State University with a minor in health promotion.

F. Organizational Chart-The organizational chart is attached. Staff who would be key to this project are highlighted.

Leeann Beach, MA

OBJECTIVE

To become an integral part of a team by integrating my organizational skills, creativity, and ability to multi-task with my compassion for others.

WORK EXPERIENCE

Patient Services Director May 2014-present

Heartbeat of Toledo: Toledo, OH

- Oversee operations & patient flow at all Heartbeat of Toledo locations
- Manage & mentor 9 staff members and 50+ active volunteers
- Provide specialized care for patients requiring more assistance and/or resources
- Oversee the implementation of our policies & procedures in Your First Look & Heart to Heart programs
- Create, organize, & facilitate group curriculum for both Your First Look & Heart to Heart programs
- Create marketing materials to reach high school and college-aged students

Patient Services Manager December 2013-May 2014

Heartbeat of Toledo, OH

- Oversee operations and patient flow at Your First Look-East Toledo office
- Implement and oversee 15-step process for Your First Look appointments
- Manage 1 staff member and build volunteer base for Your First Look-East Toledo

Life Coach September 2012-present

Reiso Resources, LLC: Perrysburg, OH

- Therapeutic intervention for individual, marriage, and family sessions
- Create all marketing materials for mail distribution, website, and social media avenues
- Develop rapport/partnership with several local churches, schools, and businesses

Youth Residential Services Therapist April 2011-March 2012

Spectrum Child & Family Services; Westland, MI

- Therapist for Mom & Baby Program and Youth Residential Services (YRS) Program
- Conduct Independent Living (ISP) / Semi-Independent Living (SIL) intake assessments
- Individual & group therapy conducted for a case load of approximately 30 clients weekly
- Create & implement client treatment plans
- Supervise counseling interns

Youth Residential Services Counseling Intern July 2010-May 2011

Spectrum Child & Family Services; Westland, MI

- Case management for mothers of babies, ages 14-18

- Client intake, individual & group therapy
- Create and file client case notes, treatment plans & treatment reviews
- Initiating various projects for multi-site house & case management

Executive Assistant

July 2006-April 2011

NorthRidge Church; Plymouth, MI

- Answer departmental phones and transfer a high volume of calls
- Extensive work with both PC and Mac programs
- Schedule meetings, handle verbal and technological correspondence
- Manage accounting, and support staff in accounting needs
- Various administrative projects
- Organize, design, and implement workshops presented by the Creative Arts Director
- Travel arrangements
- Recruit/connect volunteers within Creative Arts

Crew Chief (summer employment)

July 2005-August 2005

Springhill Camps; Evart, MI

Camp counselor for high school girls. Supervised, mentored, and invested in the lives of assigned girls throughout their two-week stay.

Intern (summer employment)

May 2004-August 2004

NorthRidge Church; Plymouth, MI

Student Ministries Intern. This internship consisted of writing curriculum, leading small groups, administrative duties, multi-tasking on various levels, assisting in the planning of 3 summer trips, assisting in leading musical aspects of this ministry, & mentoring junior high/high school girls.

EDUCATION

Spring Arbor University

August 2008-May 2011

Master of Arts in Counseling

Moody Bible Institute

August 2001-May 2005

BA/Family Ministries: Pre-Counseling Emphasis

Affirmation

I hereby affirm that Leeann Beach, the proposed Program Lead for this project, resides in Ohio.

Patricia A. Todak, Executive Director

Heartbeat of Toledo

Signature



Date



Pam Gniewkowski

WORK EXPERIENCE

Heartbeat of Toledo
Fiscal Specialist /Office Manager

August 2010 – Present

Responsible for paying bills, handling all income (donor and other), purchasing, and personnel records.

Associated Hygienic Products, Delaware, Ohio
Raw Material Planner

October 2001 – July 2009

Responsible for ordering raw materials at two production facilities for private label brand baby diapers and training pants

- Purchase raw materials for production (14 diaper lines and 1 training pant line)
- Use demand plan for ordering specific raw materials
- Process purchase orders with vendors for raw materials
- Ensure on time deliveries of raw materials to support production
- Coordinate with Supply Chain staff and production team daily plant needs
- Worked with Supply Chain team to implement Sales & Operations planning
- Setup reports for raw material planning in new software (Logility)

Epworth United Methodist Church
Business/Financial Manager

February 1999 – October 2001

Handled all business office functions and accounting functions for a large church

- Prepared budgets, income and expense reports for Finance Committee and Trustees
- Prepared bi-weekly payroll and maintained payroll records
- Prepared deposits
- Prepared accounts payable
- Purchased and implemented new software Church Windows to maintain payroll, financial transactions and church members

Western Auto
Operations Manager

April 1998 – January 1999

- Supervised 26 office personnel
- Directed departments involved with customer service, accounts payable, accounts receivable, mailroom, data entry
- Prepared yearly budgets for distribution center
- Interpreted and defined monthly profit and loss statements for distribution center manager and warehouse management staff
- Worked as a liaison between retail store, Tire America, NTW and corporate office
- Supervised inventory control team and coordinated yearly inventory

Administrative Assistant

- Reported to vice president, controller, and new store setup manager
- Developed reports for monthly sales figures, customer service
- Assembled budgets for warehouse and retail stores for presentation to corporate office
- Set-up schedules and worked with new store installation staff

Statistician to Wholesale Staff

- Maintained records for wholesale sales managers and territory sales managers
- Prepared reports for district and national meetings

Senior Clerk, Shipping Office

- Prepared bill of ladings for trucks leaving facility
- Maintained truck driver log books

EDUCATION

Ohio State University, Marion, Ohio 1983 & 1976

General studies courses

Marion Technical College 1977 & 1983

Nursing, medical terminology, typing and word processing

Mt. Gilead High School, Mt. Gilead, Ohio 1976

Core curriculum courses for graduation

Erin M. Walter

Professional Skills Profile:

Extremely organized with a background in: Customer service, human services, and administrative support. Proven ability to be self-motivated, prioritize, multi-task, meet deadlines, and produce quality work in high-pressure environments while maintaining a positive, upbeat attitude. Key professional skills include:

- Professional Oral and Written Communication
- Time Management
- Foster Positive Interpersonal Relationships
- Project and Team Leadership
- Detail Oriented
- Work from home experience
- Organization
- Customer Service
- Excellent Analytical Skills

Computer Skills:

Microsoft Office Suite, BANNER, Blackboard, CRM, eKYROS, SharePoint, Facebook, Twitter and LinkedIn.

Related Experience

Community Outreach Coordinator, Heartbeat of Toledo, Toledo OH May 2014-Present

- Contact local high schools, colleges, human service agencies, hospitals, doctors offices, shelters and child care providers through emails, phone calls, networking, and walk ins to promote and bring awareness of our client services to the community.
- Assist Patient Services Director with marketing materials and public relations for all client services.
- Attend community events to promote Heartbeat of Toledo to potential clients and/or client resources and referrals.
- Assist Patient Services Director with crisis counseling as needed.

Director of Client Services, Bowling Green Pregnancy Center, Bowling Green OH September 2012-May 2014

- Provide counsel and pregnancy support services for patients in the community.
- Oversee the selection, maintenance and updates of referral resources and policies and procedure manuals for volunteer consultants and patient use.
- Identify areas for improvement in Patient Resources Department based on statistics, and develop an action plan to address issues requiring improvement.
- Develop and broaden our patient and volunteer base, by building relationship with area schools, colleges, and area human services organizations.
- Manage Patient Resources Department staffing acquisition, training and retention.
- Ensure quality control is maintained for patient care.
- Maintain confidentiality in all aspects of patient, staff and agency information.

Transfer Evaluator, Liberty University, Lynchburg, VA August, 2006-May, 2008, October , 2011-April, 2012

- Evaluated undergraduate and graduate college transcripts for transfer students by converting their credit hours to help them complete their degree.
- Provided quality customer service to students with questions and concerns about their transfer credit and degree completion plans via phone and email.
- Met and exceeded team goals for daily transcripts evaluated.

Administrative Assistant, Liberty University, Lynchburg, VA November, 2008-October, 2011

- Assisted with screening, interviews, selection, hiring and training of new employees.
- Managed the Human Resources website for the department.
- Efficiently managed an office of 45 employees.
- Provided administrative support to the Director for the Center for the Advancement of Faculty Excellence, Associate Director and the Director of the Quality Enhancement Initiative.
- Managed department payroll, multiple calendars, travel arrangements, time sheets and a large department budget.
- Presented materials for departmental meetings, managed multiple email accounts, answered phone calls and created purchase requisitions.

Education

Master of Arts- Human Services, Liberty University, Lynchburg, VA

May, 2008

- Specialization: Marriage and Family Counseling
- GPA: 3.9

Bachelor of Science- Psychology, Liberty University, Lynchburg, VA

May, 2006

- Specialization: Human Services and Counseling
- GPA: 3.7

Personal Achievements

- Dean's List 2004-2006, 2006-2008
- Inducted into the Psi Chi Honor Society- 2006
- Customer Service Award- Liberty University 2011
- In 6 months I recruited 5 new volunteers and one nurse for the Bowling Green Pregnancy Center and Medical Clinic.
- In less than one year I increased client numbers at the Bowling Green Pregnancy Center by 20% through marketing and promotion.
- I recruited 5 student organizations from Bowling Green State University to the volunteer for on campus events and promotions as well as developed relationships with area middle and high school guidance counselors.

Community Service

Women's Outreach Leader, Brentwood Church, Lynchburg VA August, 2008-September, 2011

- Spoke on various topics at bi-monthly events for women in the community.
- Volunteered at the local YWCA to educate women and raise support for the women at the shelter.
- Volunteered at the local pregnancy center to counsel the young mothers and provide any support they needed.

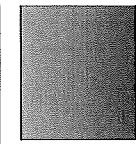
Volunteer Event Coordinator, Brentwood Church, Lynchburg, VA August, 2007- January, 2011

- Led teams to plan and execute themed events.
- Managed 6-12 volunteers and organized their various roles and responsibilities.
- Contacted and hired vendors and organizations for each event and keep record of contracts and payments.
- Hosted events and helped create a warm, fun, welcoming environment.

Student Life Director, Liberty University, Lynchburg, VA August, 2003-June, 2005

- A mentor and counselor on a college dorm of 70 girls.

ABIGAIL BELLAS



Objective

Seeking a social work position within an agency where I can utilize my experience to the benefit of my employer as well as gain knowledge and professional growth.

Experience

Intake Coordinator ▪ August 2014 – Present

Heartbeat of Toledo ▪ 4041 W. Sylvania Ave. Suite LL4, Toledo, Ohio 43623

I answer helpline calls, meet with clients, enter client data and schedule volunteers

Volunteer ▪ June 3 2014 – August 1, 2014

Second Chance ▪ 3043 Monroe Street, Toledo, OH 43606

I sorted donations, watched the client's children and cooked lunch for the support groups.

Nanny ▪ January 27, 2014 – May 2015

Self-Employed ▪ A private residence in Temperance, MI

I took care of a 2 year old girl.

Intern ▪ January 2013 – April 2013

The Salvation Army ▪ 620 North Erie Street, Toledo, OH

I answered phones, helped clients at the front desk, entered data, and worked in the mobile food pantry.

Volunteer ▪ May 2012 – August 2012

Lutheran Social Services ▪ 2149 Collingwood Boulevard, Toledo, OH 43620

I purged files, filed, and worked in the food pantry interviewing clients.

Education

The University of Toledo

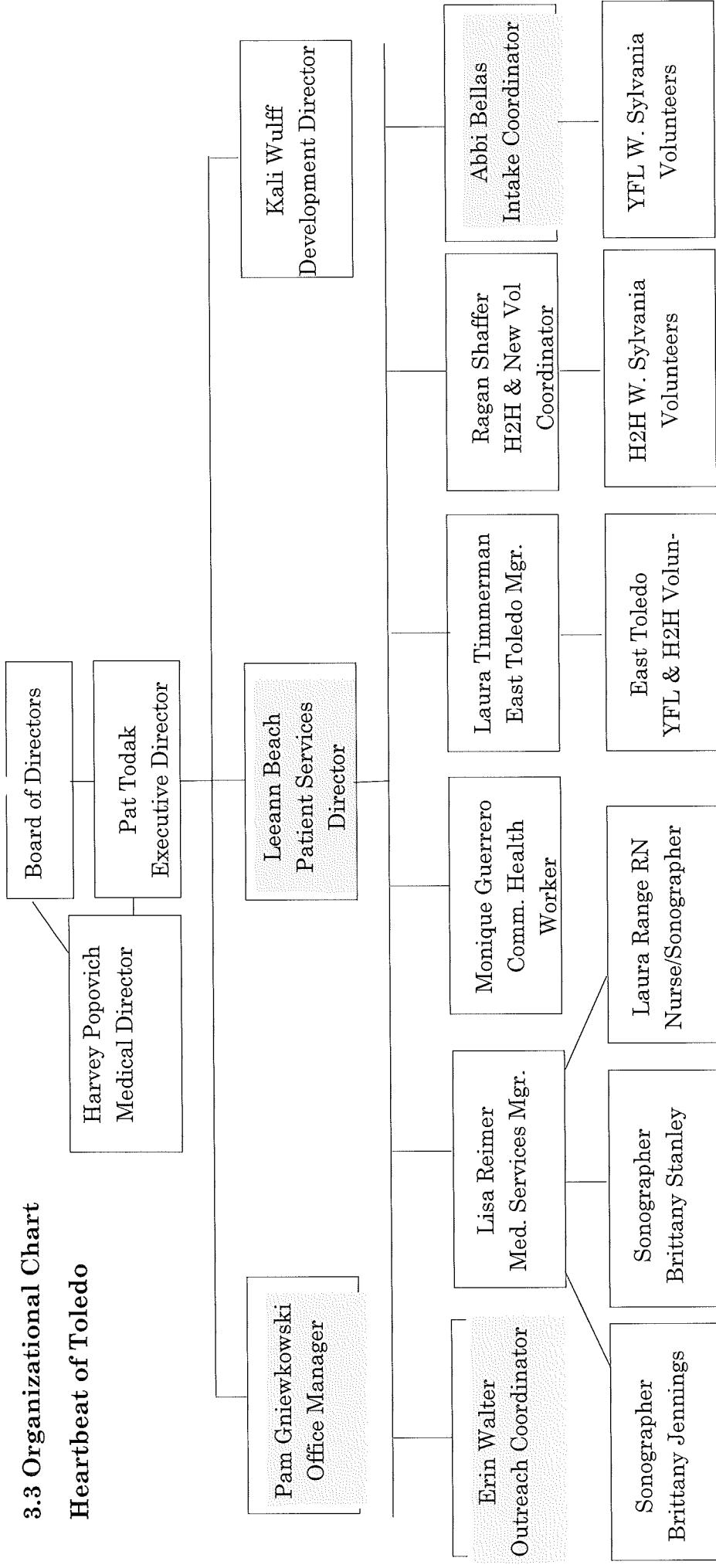
May, 2015 ▪ Bachelor's in Social Work

- GPA: 3.9
- Graduated Magna Cum Laude

References

References available upon request.

3.3 Organizational Chart



3.4 Organization Profile

Heartbeat of Toledo provides free pregnancy tests, ultrasounds, options counseling, limited STD testing, prenatal vitamins, and nurse consultations through its women's clinic called "Your First Look." Prenatal and parenting classes and emergency help is available through Heartbeat's "Heart to Heart" program.

Heartbeat does not provide or refer for an abortion but will answer questions on abortion risks and procedures which helps women make a decision for life. Because many women are being pressured to abort by boyfriends and family members, it is important for women to have knowledge about risks and procedures to empower them to resist pressures toward abortion.

Many women initially find out about Heartbeat by using Google or another search engine. Heartbeat of Toledo specifically markets to abortion-minded women. Women facing unplanned pregnancies will frequently Google "Abortion Toledo." When this is done, Heartbeat's "Your First Look" Women's Center will appear in the Google Places section and often in Google Ad Words as an "Alternative to Abortion." A woman will then call Heartbeat's Helpline. The Intake Coordinator answers the phone. Women or men asking if we do abortions will be informed that Heartbeat neither refers nor provide abortions, but that we can confirm that their pregnancy is viable through a free pregnancy test and ultrasound. Since about 31% of early pregnancies will naturally miscarry, abortion-minded women will want this information before they would consider scheduling an appointment at an abortion clinic.

When a woman arrives for her appointment, she is told exactly what will happen during the appointment. She meets with an advocate who collects information and then goes over parenting and adoption as alternatives to abortion. The advocate will answers questions on abortion procedures and risks with a goal of empowering women to stand up to pressures to abort by others. Fetal development is explained based on when their last period was.

A urine sample is collected and a pregnancy test is done by a registered nurse. After the advocate is done with her presentation, the advocate takes the patient to the nurse. The nurse does a health assessment including presenting information on STDs. The nurse then presents the pregnancy test results. If the test is negative, the patient will be given information on abstinence and family planning. They will be asked to make another appointment if they haven't gotten a period within the next two weeks or if a home pregnancy test is positive.

If the test is positive, patients will be offered a free ultrasound. The ultrasounds are performed by either a sonographer or an RN trained in limited obstetrical ultrasound. Patients will be shown the ultrasound, have the opportunity to see or hear the heartbeat (depending on how far along they are), and information on fetal development may be given.

If the patient is too early in their pregnancy that viability cannot be confirmed or if an ectopic pregnancy or miscarriage is suspected, the patient will be given appropriate information. A repeat appointment may be scheduled or a patient may be advised to go immediately to an emergency room or physician.

At the end of the ultrasound portion of the appointment, patients will be asked what their plans are for the outcome of the pregnancy. If a patient is undecided or abortion-minded, they will be offered STD testing and invited to come back for a repeat appointment.

The nurse will also offer free prenatal vitamins and physician referrals.

The patient then returns to the advocate who will offer community resources including referrals to the Pathways Program, Heartbeat's "Earn While Your Learn" program, and adoption services.

Scans are sent to Heartbeat's OB/Gyn for review. The nurse will do any necessary follow-up calls following the review of the scans, as well as calls for positive STD tests.

Following the appointment, patients receive regular phone calls and/or text messages from Heartbeat's follow-up coordinator. Contacts are made within 72 hours of their appointment and again at two weeks, four weeks, eight weeks, 16 weeks, 32 weeks and following the due date.

Perhaps one-third of the patients who go to Heartbeat's "Your First Look" Women's Center will sign up for the free "Heart to Heart" Prenatal and Parent Learning Program. Most referrals for "Heart to Heart" come from United Way 211 and other social service agencies or from friends and family members.

One-on-one parenting classes are available to any new or expectant mom and dad wishing to learn more about being an effective parent. Classes take about 45 minutes. Clients earn points for each class they complete and can spend the points each time they come or save them for a larger item. Heartbeat has a large baby boutique filled with diapers, formula, baby food, wipes, clothing, books, toys, as well as larger baby items when available including gently used strollers, high chairs, pack and plays and new car seats. Clients generally have appointments every other week. Given that there are 90 parenting modules, clients can remain in the program for about two years before graduating out of it.

Group classes are also available to give clients the opportunity to have an accelerated child preparation experience. Group classes are 90 minutes long and run in six-week sessions. Parenting 101 is geared for expectant parents. Parenting 201 focuses on parents of babies from 0-12 months, while Parenting 301 focuses on parents of children 12 months and up. There is also a free two-week Childbirth Preparation Class taught by a certified childbirth educator. Points are also earned for these classes.

Although there are other pregnancy centers in Northwest Ohio, Heartbeat of Toledo's is unique in that we will see patients who have just missed a period. Many pregnancy centers require women to wait until they are in their seventh week. Heartbeat finds that making a woman in crisis wait will just encourage them to go straight to an abortion clinic who will not make them wait. Heartbeat is the only pregnancy center in the area offering STD testing. Heartbeat also offers our both one-on-one and group parenting classes.

Heartbeat is also the only pregnancy center in the area that is part of the Hospital Council of Northwest Ohio Pathways Program. This is currently Heartbeat's only need-based program providing support and assistance to low-income women to have healthy pregnancies.

Heartbeat has two websites: www.heartbeatoftoledo.org; and www.yourfirstlook.org. The goal of the "Your First Look" website is to specifically reach abortion-minded women to try to get them to come to Heartbeat/Your First Look first before they make an abortion clinic appointment. Because of this the "Your First Look" website is deliberately neutral in its presentation of options.

Heartbeat specifically covers Northwest, Ohio particularly Lucas and Wood counties. Heartbeat of Toledo will, however, serve any woman who comes for help regardless of their geographic location. Many women facing an unplanned pregnancy have not told anyone about their pregnancy and prefer to go to a pregnancy center outside of their hometown so that they are not recognized by anyone.

From January 1, 2014 to date, Heartbeat has served 1688 women in its medical clinic with free pregnancy tests, ultrasounds, and options counseling. Of those, 1,411 had positive pregnancy tests. The largest ZIP codes served were 43605 (214), 43612 (153), 43615 (132), 43613 (119), 43609 (97), 43607 (87), 43608 (84) and 43611 (71). There are a number of patients from out-of-town ZIP codes which suggests that these may be students living on the University of Toledo or other campuses.

By ethnicity, 943 represent themselves as Caucasian; 504, African American; 142, Hispanic; 99, Other.

A total of 1,262 indicated they were not students at the time of their visit. A total of 688 were 20-24; 427, 25-29; 264, 19 and younger; 205, 30-34; and 104 over 35.

During the same time frame, Heartbeat offered prenatal and parenting classes to 974 women and their families. The largest ZIP codes served were 43605 (147), 43607 (83), 43609 (80), 43615 (74), 43612 (69), 43608 (68), and 43604 (63).

By ethnicity, 404 clients represented themselves as African American; 394, Caucasian; 68, Hispanic; rest, other or unknown. A total of 173 indicated they had any schooling beyond high school. There are 241 between the ages of 20-24; 241, 25-29; 87 were 19 and under; 228 were over 30. The age is not known for 104 of the clients.

Eighty-eight percent of women served by Heartbeat are single.

3.5 Participant Eligibility

Heartbeat's medical services are open to any woman who is or suspects she may be pregnant. Although the majority of women Heartbeat serves are low income, it is often college students who choose abortion because they believe they have the most to lose if they continue their pregnancies. However, once a woman becomes pregnant, even if they are supported by their parents, Medicaid will only look at the expectant mother's income to determine eligibility for Medicaid.

The same is true with the prenatal and parenting classes. First-time expectant parents often feel overwhelmed by the idea of being parents and appreciate the opportunity to learn as much as they can about parenting and prenatal care. Since Heartbeat's goal is to eliminate any barriers to continuing a pregnancy we feel it is important to offer these classes to all.

The only program that currently has a needs-based component is participation in the Pathways Program which has income restrictions. Heartbeat follows the guidelines provided by the Hospital Council of Northwest Ohio which ultimately determines if a client is eligible for this program.

For Heartbeat's proposal through this grant, Heartbeat will follow the minimum eligibility requirements outlined in the application:

- 1) Participant income at or below 200% of the current federal poverty level;
- 2) Temporary Assistance for Needy Families eligibility and citizenship requirements and
- 3) Requirements as listed in ORC 5105.84.

Any woman not meeting eligibility standards but who are still abortion minded or abortion determined, will be given to the Patient Services Director whose salary is not part of this grant proposal.

3.6 Program Design

A. Target Audience-The target audience is low-income single women who find themselves facing an unplanned pregnancy and lack the support needed to continue the pregnancy. Recent studies from the Center for Disease Control & Prevention reveal that 44.6 percent of households are headed by single parents in Lucas County. This 44.6 percent is significantly higher than the state as a whole, which weighs in at approximately 38 percent. Out of the clients assisted by Heartbeat of Toledo, a staggering 88 percent are single parents.

B. Program Requirements-While Heartbeat's "Your First Look" Women's Center utilizes registered nurses, doctors, and sonographers to provide its medical services, the advocacy role has been performed primarily by volunteers who are often inadequately prepared to assist clients with the many emotions they are dealing with related to their pregnancy. Scared. Unsure. Overwhelmed. Hurt. Alone. These are all common emotions felt by a woman facing an unplanned pregnancy. As Heartbeat reaches more abortion-determined women, we are finding more women who are feeling situationally depressed or even suicidal based on the circumstances they are facing.

The Pathways Program is able to help women who have made a decision to parent, but help is needed for women who are still struggling whether to abort or continue their pregnancy.

Increase Numbers Served

Although Heartbeat has served a large number of women facing unplanned pregnancies in the last two years, we are aware that many women go directly to an abortion clinic never knowing about Heartbeat's services. Heartbeat is also aware of the large number of African American women in Lucas County who are having low-birthweight babies—13.2%—due to lack of prenatal care.

Heartbeat's goal is to increase families served in 2016 by 20% over 2015's numbers. This is both with the number of women coming through for free pregnancy tests and ultrasounds and those participating in our prenatal and parenting program and the Pathways Program. This can be done through increased marketing and community outreach efforts.

Increase Community Awareness and Availability of Services:

For Heartbeat's West Sylvania clients the best way to increase the number of clients is through increased Internet marketing. Heartbeat's current Google Ad Words budget reaching out to women with unplanned pregnancies is \$28 per day. Heartbeat would like to raise this budget to \$50 per day. The target reach with these ads is primarily Lucas and Wood counties. The borders for the ad reach is the Michigan border to the North, through Bowling Green for the south, into Hancock County for the West and into Ottawa County for the East.

In East Toledo, most clients come through word of mouth. Heartbeat would like to be able to expand the amount of time spent meeting with local schools and community service agencies, allocating four hours per week to community outreach specifically in East Toledo. Heartbeat would also like to rent a billboard located outside of the East Toledo office which increases awareness of the location which has only been there since 2014.

Based on communication with other pregnancy centers, Heartbeat knows that a significant number of calls come in after 5 p.m. Heartbeat would like to hire a staff person with a social work background who could answer phones until about 8:30 p.m. Monday through Friday and from 9 a.m. to 7 p.m. on Saturdays. This would allow Heartbeat to schedule additional appointments and reach more women in crisis. Calls would be forwarded to a cell phone number during these times and the person answering the hotline would keep track of the time spent on the phone for compensation. They would not need to be in the Heartbeat office.

Provide new and expanded services

Most of Heartbeat's services are handled by trained professionals. The exception has been the advocacy role which is handled mostly by volunteers. This strategy was common during the early years of pregnancy centers but

is rapidly being abandoned as pregnancy centers become more sophisticated in reaching women who are seeking abortions.

The Vitae Foundation funded research in 2011 by the Right Brained Group which evaluated how women facing unplanned pregnancies made the decision to have an abortion or carry to term. An analysis of this research revealed that there are three primary internal tensions that women at-risk for abortion experience.

1. My life vs. the Baby's Life—Women experiencing this tension feel as though someone must die, either themselves—their life as they want it or planned it—or their baby's.
2. Bad Life—Women fear they won't be able to provide the standard of living or a stable family for their baby (or their current children) if they continue the pregnancy. This is very common among low-income women and those who are not in a stable relationship.
3. Shame—This tension is very common among women who have a strong faith background. She feels she has to choose between the private guilt of an abortion and the public shame of an unplanned pregnancy. The shame may stem from pregnancy out of wedlock or pregnancies as a result of adultery.

Heartbeat does a rating system on each woman who comes in for a pregnancy test and ultrasound. Those with zero risk factors for abortion (young, single, in school, financial pressures, past abortions, and pressure to abort from the baby's dad or family members) are considered "Likely to Carry." Those with one to three risk factors are considered "Abortion Vulnerable." Those with four or more risk factors are considered "Abortion minded." Those who verbally state that abortion is their only option are considered "Abortion Determined."

Each month, Heartbeat staff review the number of women who come in as to their abortion vulnerability rating. Since offering medical services in 2010, the number of abortion-minded and abortion-determined women coming in each month has grown steadily. Currently more than half of all women coming to Heartbeat each month fall into the abortion-minded/abortion-determined categories. Although Heartbeat's overall success rate is about 78%, the success rate for abortion minded/abortion determined is much lower.

Volunteers with little or no counseling background are not equipped to handle the extra needs of the abortion-minded and abortion-determined women who come in for services.

To address this problem, Heartbeat would like to hire an additional full-time social worker or counselor to meet with low-income abortion-minded and abortion-determined women who are in crisis. When these women come in for their pregnancy test and ultrasound, their advocate will be a trained professional equipped to deal with the mental health issues related to their unplanned pregnancy. The social worker/counselor will meet with the client for approximately three to five appointments to help them through the process of sorting through their tensions; as well as sorting through any immediate mental health issues related to the pregnancy.

The social worker who meets with the patient initially will also do all follow-up with the patient. This will allow Heartbeat to do a better job of building a trusting relationship with each patient while providing continuity of care.

When appropriate, Heartbeat will implement support groups with other women in similar circumstances and provide mentoring within this community. The focus will be on who they are and who they would like to become.

Heartbeat's Patient Services Director Leeann Beach will also work toward building partnerships with churches and other community groups who will embrace these women who have chosen life and who will continue to mentor them throughout their pregnancies and into parenthood. The groups will still facilitated by either staff or professional volunteers at Heartbeat, but the church would be a host site and have opportunities to pour into each of the girl's lives through various avenues such as: providing a baby shower for those parenting or celebration shower for those choosing adoption; attending a graduation ceremony for the moms in order to help them see the love and support that they have; and serving as a support network as these mothers transition into parenthood.

Cindy* (name changed) is an example of a woman who came to us feeling terrified, overwhelmed and believing that abortion was her only option. She was in an emotionally abusive relationship with a man whose unrelenting desire was for her to have an abortion. She came to Heartbeat's "Your First Look" Women's Center to find support and guidance as she processed every aspect of her unplanned pregnancy. Due to the circumstances, the volunteer advocate brought Patient Services Director Leeann Beach in to meet with the patient. Leeann found a fragile and tattered young woman on the verge of ending her own life and the life of her child. When asked if she wanted to hurt herself and if she had a plan to do so, through tears Cindy nodded her head in agreement. Leeann put a safety plan in place and Cindy remained undecided regarding the outcome of her pregnancy as she began to meet with Leeann weekly. After a few sessions together, Cindy began to gain strength and discover her worth and/or significance. She told her parents about her pregnancy after gaining confidence and support through Heartbeat's services and the love and acceptance she found here. After much thought and time, Cindy not only chose life for her daughter but also made the incredibly sacrificial choice of adoption.

Without the support and time spent by a staff person with a background in counseling, it is highly unlikely that Cindy's story would have ended this way.

Unfortunately there is no easy way to know with each appointment exactly what the patient is feeling before the patient appointment begins. Because of this, Heartbeat would like to ask for funding to fill the advocate role with someone holding either a social work degree or a master's in counseling. Heartbeat's experience has been that only one or two clients each month have no risk factors for abortion on the rating scale. Nearly all the women who come to Heartbeat are feeling at least somewhat scared or nervous about their pregnancy. Many are confused, upset, depressed, and even suicidal as a result of the circumstances surrounding their unplanned pregnancy.

Heartbeat currently has one patient services director with a master's in counseling; one full-time staff member with a bachelor's in social work; and a part-time outreach coordinator who also has her master's in marriage and family therapy. Once funding is received, an additional full-time social worker or counselor would be hired. These four individuals would then take over the advocacy role for all pregnancy test appointments at Heartbeat's two "Your First Look" locations. They would also be responsible for follow-up.

The community outreach role will be shifted to the staff person who manages the East Toledo office who is currently responsible for all follow-up calls.

Volunteers who do not have a social work or counseling background will be transitioned into other roles at Heartbeat with most serving as prenatal and parenting instructors. In much the same way that Heartbeat has volunteer registered nurses, Heartbeat would recruit and train volunteer social workers/counselors to also fill in the advocacy role as needed.

Besides the previously mentioned 20% increase in appointments, other intended outcomes would be an increase in the number of abortion-minded and abortion-determined women who make a decision for life. In September and October of 2015, 100% of likely to carry and abortion-vulnerable women made a decision for life, while only 78% of abortion minded and 4% of abortion-determined women did so. Our goal would be to increase the number of abortion-minded women making that decision up to about 85% and increase the number of abortion-determined women to about 30%. This increase in percentages choosing life would show the effectiveness of using advocates trained in social work and/or counseling versus using volunteers without any counseling experience.

C. Mandatory Services

Heartbeat of Toledo does provide parenting and family classes using a national curriculum from Heritage House called "Earn While You Learn" which is used by many pregnancy centers throughout the country. A copy of the curriculum is attached. Heartbeat uses both the "Main Curriculum" and the "Toddler Pack." While it is not an evidenced-based program, "Earn While You Learn" has been used by more than 1,000 pregnancy centers and

medical professionals who have given reviews and testimonials as to the effectiveness of this program. More information is available at www.ewylonline.com.

Among the infant/child safety lessons in the curriculum are: *Safe from the Start CPR Training; Childhood Immunizations; First Years Last Forever; Newborn Care; Bringing Home Baby; Safe Sleep; Your Baby's Cry; Pediatric Emergencies; Routine Illnesses; Car Seat Safety; Domestic Violence; Preventing Child Sexual Abuse; and Your Healthy Baby.*

Among the mother and child nutrition education classes are (which include the risks of tobacco and alcohol): *The First Trimester; Prenatal Care; Eating for Two; Your Developing Baby; Smoking While Pregnant; What's Safe, What Isn't; Pregnancy The Second Trimester; Pregnancy the Third Trimester; Newborn Care; Caring for Yourself; Food for Growth; Your Healthy Baby; Goals & Benefits of Breastfeeding; and How to Breastfeed.*

Heartbeat is part of the Pathways Program and also provides outreach to other social services agencies including WIC, Food Assistance, Child Care Assistance, Help Me Grow, Medicaid, and Mental Health Services.

D. Address Infant Mortality

In June of 2015, Heartbeat of Toledo's Your First Look Women's Center became a member of the Ohio Hospital Council of Northwest Ohio Pathways HUB. The goal of this program is to improve birth outcomes of low-income at-risk women in Lucas County. African American women are more than twice as likely to deliver a low birthweight baby compared to Caucasian women. African American women enrolled in Pathways had a low birth weight of 9.5%, much lower than the overall rates for African Americans in Lucas County (13.2%) and statewide (13.4%).

As a member of Pathways, Heartbeat is able to enroll women in the program and help them connect with insurance; doctor visits; parenting classes; WIC and other resources. Heartbeat's community health worker meets monthly with women in the program and frequently attends their doctor and other appointments. Heartbeat has applied for another grant from the Hospital Council of Northwest Ohio which will allow us to hire another community health worker.

E. No sub-contractors/sub-grantees will be used for this project.

F. Not applicable

G. Heartbeat completes patient files for women who come to Your First Look and follows HIPAA requirements for maintaining confidentiality of the files. Heartbeat uses an online database for participants in the Prenatal and Parent Learning Program as well as files which are locked and access is restricted to appropriate staff members.